

**Code No: 764AC****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, September/October - 2022****INTERNATIONAL MARKETING****Time: 3 Hours****Max.Marks:75**

**Answer any five questions**  
**All questions carry equal marks**

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- 1.a) "International Marketing has to be approached in a different manner vis-a-vis domestic marketing". Comment, discussing the points of difference between Domestic and International Marketing.
- b) Discuss the issues and challenges of International Marketing. [9+6]
2. "Understanding and adapting to the International Marketing environment is key for the success in International Markets". Comment, giving the varied elements of International marketing environment and their impact on marketing. [15]
- 3.a) "The nations with transitional and developing economies are becoming quite lucrative opportunities for International Marketing". Comment, discussing the International Marketing in transitional and third world countries and their significance in comparison to developed economies.
- b) Discuss the segmentation and targeting in these markets. [9+6]
- 4.a) "Firms have varied options to choose from, for entry into International Markets". Comment, giving the International Market Entry Strategies, discussing relative merits and demerits.
- b) Discuss with a special reference to Entry strategies of Indian Firms. [9+6]
- 5.a) "Product Positioning and Product Management are key success factors in International Markets". Comment, giving varied elements of International Product management.
- b) Discuss varied positioning strategies in International Markets. [9+6]
6. "Setting up a Distribution Channel for the Products is always a complex issue in International Markets". Comment, discussing how one can design, develop and choose distribution channels in international markets. Suggest suitable strategies for the same. [15]
- 7.a) "Price and Promotion determine success of products irrespective of what one does". Comment, giving the pricing decisions and strategies in international markets.
- b) Discuss the promotion in International Markets. [9+6]
- 8.a) "The Governments across the globe are focusing on Export Marketing by designing and implementing varied policies which boost the Exports". Comment, explaining the concept and significance of Export Marketing, Export Policy Decisions of the firm.
- b) Discuss India's EXIM Policy, Export assistance and incentives in India. [9+6]

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